



DOROTHY DeMOSS: Managing the snack bar and fountain is Dorothy DeMoss. Her department features barbecued hot dogs, Swift's ice cream, sodas, sundaes, and coffee.

Frozen Foods In Open-Top Refrigerator Cabinets

In the new Von's market, more than 200 feet of open-top freezer and cooler cabinets refrigerate and display a wide selection of frozen foods, dairy products, and delicatessen items.

The displays are out in the open. There are no doors to slide. No stooping or groping is necessary. The shopper simply reaches in and picks out the package she wants as easily as she takes a can from the shelf. Prices are displayed directly above each item as well as on the package, so there's no question about the cost.

The frozen foods include everything from seafoods to fruits, vegetables, juices, and ice cream. The dairy foods are displayed

in the same "open" way. Milk, cheese, butter, eggs and other dairy foods are spread out in these open cooler cases so the shopper can make her choice at leisure.

Modern engineering methods and the Von's market fine equipment provide adequate refrigeration without the necessity for enclosed cabinets.

Von's Market Ultra-Modern In Designing

Newest addition to the thriving Gardena valley business development, the new Von's supermarket opening at 9 a.m. today is the latest unit of the Von's Grocery company, early days firm that has grown from one small store opened in 1906 to a huge enterprise.

Covering 23,000 square feet of floor space, the new Von's building is an outstanding feature of the new business development, presenting a unique appearance from the outside as well as inside.

The market will feature modern conveyors and chutes to handle warehouse merchandise. Natural light in the shopping areas is admitted through a glass wall on the north side of the market.

A full block of parking space at the rear of the market assures Von's customers the same parking ease found inside the store... every modern innovation has been provided for the convenience of patrons. A back entrance also has been provided.

Scores of brand new, sanitary stainless steel shopping carts and numerous box boys and courteous clerks add to the pleasure of shopping at Vons.



FOOD SHOW FEATURE: Bo Po, the inimitable clown, who is known among circus followers for his hilarious acts will be a feature of Von's Gardena market food show entertainment for three full days, today, tomorrow, and Saturday. With Bo Po will be Buster, his trained rooster. Bo Po's acts and antics will be an elixir to young and old alike.

Delicatessen Features Self-Service

Customers of the new Von's Gardena valley Super Market will have a choice of more than 225 varieties of delicatessen fare.

The delicatessen prepared meats, cheese, salads, cooked foods, smoked fish, dairy products and ready-to-eat foods will be offered in a huge self-service display. Latest type refrigerated cases will keep foods at temperatures under 40 degrees.

The mammoth kitchen which prepares foods for all 19 Von's stores features such appliances as a 40 gallon kettle that cooks beans, spaghetti, etc., in only 3 minutes. Vegetables are peeled by an electric peeler which de-hides 50 pounds in 2 1/2 minutes. Potatoes are diced at the rate of 1800 pounds per hour.

EGGS ON TOAST

When serving eggs on toast, cut the toast in small cubes, leaving the slice in its original shape, before putting on the eggs. Then the toast is very easily eaten.



ZIPPY "HOLLAND-TYPE" LIQUID STARCH. Just add water! FEATURED AT ALL VON'S Markets



IT'S HERE THE BIG JAN U WINE 1¢ SALE. BUY 1 CAN JAN U WINE CHOP SUEY (Chicken or Vegetable) at Regular Price YOU GET 1 CAN OF CHOW MEIN NOODLES for 1¢

Enjoy a Delicious Chinese Dinner and SAVE MONEY TOO! JAN U WINE SPECIAL 1¢ Sale Deal PACKAGES AT YOUR DEALERS NOW!



FIORINO PAONE: The cosmetics and sundries department, located in the front of the market, is managed by Fiorino (Pete) Paone.

PEANUT BUTTER

Add enough honey to peanut butter to spread easily. Will keep for a week or longer if kept covered in the refrigerator.



All Frozen Fruits better than ever with Reddi-wip 52¢

Ask Pete For Cosmetics

You'll enjoy browsing around Von's Gardena market sundries department. It's located in the front of the market and will contain all kinds of things you may have forgotten when you left home for your shopping tour.

It will pay you to stop there before you leave the market. Fiorino (Pete) Paone is the manager and if you don't see what you are looking for, just ask Pete.

HOME at 5:30.. DINNER by 6!



Kold Kist FROZEN COOKED FOODS. SIRLOIN TIPS AND MUSHROOMS, BEEF STEW, CREAMED CHICKEN, CHILI CON CARNE AND BEANS, CHICKEN OR PORK CHOP SUEY, BEEF STEAKS, INDIVIDUAL CHICKEN PIES. IN THE FROZEN FOODS DEPT. AT YOUR FAVORITE MARKET

